



WKMG

ORDER

Print Date 09/10/12 Page 1 of 4

Flight Dates 09/04/12-09/10/12

Contract / Revision 252313 /

Original Date / Revision
06/22/12 09/10/12

Advertiser Pol/Bill Nelson/Sen/Fl/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product
NELSON FOR SENATE

Agency Com 15%

Billing Contact
6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 488

Alt Order # 06204945

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Order Share 100% Market Value 18580

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	35	\$15,793.00	\$18,580.00	0.00	08/27/12	09/10/12	35	\$15,793.00	\$18,580.00
Totals	35	\$15,793.00	\$18,580.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	09/05/12	09/05/12	11-12p Price Is Right	CM	11a-12p	--W----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$550.00		0.00			
N 2	WKMG	09/10/12	09/10/12	11-12p Price Is Right	CM	11a-12p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$550.00		0.00			
N 3	WKMG	09/04/12	09/06/12	Local 6 News 12-1230p	CM	12-1230p	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-T---		2				\$400.00		0.00			
N 4	WKMG	09/04/12	09/04/12	1230-2p CBS Soaps	CM	12:30-2p	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Soaps											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/10/12

Page 2 of 4

Contract / Revision

252313

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 06/22/12/ 09/10/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 488

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKMG	09/04/12	09/04/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$500.00		0.00			
N 6	WKMG	09/10/12	09/10/12	2-3p The Talk The Talk	CM	2-3p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00			
N 7	WKMG	09/05/12	09/05/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$800.00		0.00			
N 8	WKMG	09/05/12	09/06/12	M-SU 11p News M-SU 11p News	CM	11-1135p	--WT---	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WT---					2	\$1,200.00		0.00			
N 9	WKMG	09/05/12	09/05/12	M-F David Letterman David Letterman	CM	1136p-1238a	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$500.00		0.00			
N 11	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					2	\$1,200.00		0.00			
N 12	WKMG	09/10/12	09/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$500.00		0.00			
N 13	WKMG	09/07/12	09/07/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$500.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	09/03/12-09/09/12	1230-2p CBS Soaps			12:30-2p	----F--	:30	(\$500.00)		0.00	NM		
		See MG 13.2													
		[No Show due to US Open Tennis]													
2		WKMG	09/06/12-09/06/12	1230-2p CBS Soaps			12:30-2p	---Th----	:30	\$500.00		0.00	NM		
		Ⓜ MG for 13.1 09/07													
N 14	WKMG	09/06/12	09/06/12	2-3p The Talk The Talk	CM	2-3p	---T---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$300.00		0.00			
N 15	WKMG	09/07/12	09/09/12	M-SU 11p News M-SU 11p News	CM	11-1135p	----F-S	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F-S					2	\$1,200.00		0.00			
N 16	WKMG	09/07/12	09/07/12	M-F David Letterman David Letterman	CM	1136p-1238a	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$500.00		0.00			
N 17	WKMG	09/07/12	09/10/12		CM	6-7a	M---F--	:30	1	\$225.00	LUR	0.00	NM	2	\$450.00



WKMG

Print Date: 09/10/12

Page 3 of 4

Contract / Revision

252313

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 06/22/12/ 09/10/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 488

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Morn News at 6a											
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$225.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$225.00		0.00			
N 18	WKMG	09/07/12	09/10/12	CBS This Morning	CM	7-9a	M---F--	:30	2	\$115.00	LUR	0.00	NM	4	\$460.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					2	\$115.00		0.00			
Week:		09/10/12	09/16/12	M-----					2	\$115.00		0.00			
N 19	WKMG	09/07/12	09/10/12	9-10a Rachael Ray	CM	9-10a	M---F--	:30	1	\$110.00	LUR	0.00	NM	2	\$220.00
				Rachael Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$110.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$110.00		0.00			
N 20	WKMG	09/07/12	09/10/12	10-11a Nate Berkus 9/7	CM	10-11a	M---F--	:30	1	\$300.00	P-2	0.00	NM	2	\$600.00
				Nate Berkus 9/3 & 9/7											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$300.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	09/10/12-09/16/12		10-11a Let's Make A Deal		10-11a	M-----	:30		\$300.00		0.00	NM		
N 21	WKMG	09/10/12	09/10/12	News at 6p	CM	6-630p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		News at 6p		6-630p	M-----	:30		(\$600.00)		0.00	NM		
See MG 21.2															
[Program lost due to US Open]															
2	WKMG	09/10/12-09/10/12		Men's Final		4p-7p	(3:58 PM-6:30 PM-----	:30		\$600.00		0.00	NM		
Ⓜ MG for 21.1 09/10															
N 22	WKMG	09/10/12	09/10/12	M-F 7:30-8p Inside Ed	CM	730-8p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$800.00		0.00			
N 23	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sat	CM	7-9a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$250.00		0.00			
N 24	WKMG	09/08/12	09/08/12	Sat 1135p-1205a	CM	1135p-1205a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Inside Edition Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
N 25	WKMG	09/08/12	09/08/12	Sat 1205-105a	CM	1205-105a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Extra Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$250.00		0.00			
N 26	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p	CM	12-1230p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$400.00		0.00			



WKMG

Print Date: 09/10/12

Page 4 of 4

Contract / Revision **252313** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 06/22/12/ 09/10/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/FI/D** Product **NELSON FOR SENATE**

Estimate # **488**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 27	WKMG	09/10/12	09/10/12	M-F 11p News	CM	11-1135p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				M-F 11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12		09/10/12	09/16/12	M-----	1				\$1,200.00		0.00					
														Totals	35	\$18,580.00